

The Gold Standard for Competitive Advertising Intelligence

TNS Media Intelligence

TNS Media Intelligence helps you navigate the wide media landscape and find successful solutions to your strategic business needs. Whether you require broad-based information for competitive analysis or target-specific knowledge for tactical plans, TNS Media Intelligence provides advertising and marketing intelligence that's relevant, actionable and works. That's why top advertising agencies, advertisers and media properties rely on TNS Media Intelligence. It's the gold standard for powerful media and market information.



The Widest View Across Media and Markets

Utilizing highly innovative tracking technologies, TNS Media Intelligence collects expenditure, occurrence and creative intelligence on millions of brands across all major media and marketplaces.

Tracking the U.S. Advertising Industry

- More than \$145 billion in ad expenditures every year
- 190 million total ad occurrences (525,000 occurrences collected every day)
- More than 2.2 million brands

TNS Media Intelligence Monitors

Media

- Television
- Radio
- Magazines
- Newspapers
- Internet
- Outdoor
- Branded Entertainment
- Hispanic

Specialty Marketplaces

- FSIs and Coupons
- Political Advertising
- Cinema and Entertainment

Established in 23 countries with more than 16,000 customers, TNS Media Intelligence is part of the TNS Group, ranked #2 worldwide in marketing information.

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TNS Media Intelligence delivers timely, accurate, fully-integrated strategic products and services designed to meet the individual and business needs of clients.

- **AdDetector** Tactical tool for tracking competitive TV advertising creative
- **Ad\$ponder** Multi-media intelligence tool for summary level advertising expenditure and occurrence information across 18 media
- **BizAdvisor** Media intelligence tool for in-depth information on B-to-B publications
- **Branded Entertainment** The most comprehensive reporting on brand appearances in TV programming
- **BVS** Performance verification tool for compliance checking of broadcast media schedules
- **Evaliant Services** Advertising intelligence, and in-depth market information on Internet activity
- **MagAdvisor** Advertising intelligence focusing on consumer publications
- **MarketAdvisor** Media sellers tool for competitive advertising intelligence
- **MovieAdvisor** Industry tool for entertainment marketers
- **Stradegy** The most comprehensive multi-media intelligence on advertising activity across 19 media, including Hispanic and the Internet
- **Target International** Global intelligence on consumer publications and international editions

Additional Media and Marketing Services

- **Marx Promotion Intelligence**
The leading provider of FSI and coupon promotion information
- **TNS Media Intelligence/CMAG**
Industry intelligence on the U.S. political advertising marketplace
- **TNS Media Intelligence/TES**
Industry intelligence for entertainment and retail marketers
- **TNS Media Intelligence/Cymfony**
Industry intelligence on traditional and social media, such as blogs and social networks



Put TNS Media Intelligence to Work for Your Business.

For information contact your TNS Media Intelligence representative, or call 212-991-6000.

www.tns-mi.com